HOW TO DEVELOP AND UTILIZE AN ECONOMIC IMPACT ANALYSIS

Eastern Regional Luncheon Agenda
September 26 • Noon – 1:30 pm • City Club Wilmington

Presenting Sponsor

11:30 am – Noon  Registration / Networking
Noon – 12:25 pm  Luncheon Buffet
12:25 – 12:35 pm  Welcoming Remarks
  JOSH HALLINGSE
  Chair – NCEDA Professional Development Committee
  Executive Director – Transylvania Economic Alliance
  JASON MCLEOD
  Business Development Manager – ECS Southeast
12:35 – 12:40 pm  NCEDA Information / Legislative Update
  SHEILA KNIGHT
  Director of Outreach & Partnership Development – NCEDA
12:40 – 12:45pm  Speaker Introduction
  DOUG ARRINGTON
  Account Executive - IMPLAN
12:45 – 1:15 pm  How to Develop & Utilize An Economic Impact Analysis
  PENNY WHITEHEART
  Senior Consultant
  Creative Economic Development Consulting
1:15 – 1:30 pm  Q&A / Closing Remarks / Adjourn

UPCOMING EVENTS:
Fall Conference: October 29-30 • Asheville
Networking Luncheon: December 5 • Raleigh
PRESENTER

PENNY WHITEHEART
For 15 years, Penny Whiteheart has directed key programs at the Piedmont Triad Partnership, a regional economic development organization based in Greensboro. She manages economic development, marketing, communications and foreign trade zone programs, working with public and private allies and stakeholders to advance projects with region-wide impact. Since 2014 she has served as managing director of an aerospace and aviation cluster initiative, working to improve workforce pipelines, strengthen supply-chains and sharpen the competitiveness of existing companies. Prior to joining the PTP staff in 2000, Penny worked in economic development research, marketing and business development at the local level in the Triad. Today, she is a frequent speaker on international trade, workforce readiness and economic development best practices. Penny is past president of C2ER, the national association of professionals in community and economic development research and a member of the board of the NC Center for the Creative Economy. A Winston-Salem native, she holds undergraduate and graduate degrees from UNC-Chapel Hill. Penny resides in Greensboro with her husband and three children.

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